

LISTING OF CLAIMS

1-21. (Canceled)

22. (**Currently Amended**) A method for facilitating electronic product ordering, comprising:

- serving a web page to a remote personal electronic device having a browser application to provide access to a user to products for electronic ordering via the personal electronic device;
- receiving an electronic order made by the user for at least one of the products;
- storing in a database user information for the user, including a user identification and a record of the electronic orders made by the user;
- determining ~~an identification of the~~ with a cookie if the user is a registered user upon access of the web page by the user via the personal electronic device;
- determining from the record a list of products previously ordered by the user;
- providing automatically on the web page the list of products previously ordered by the user ~~after determining the identification of the user~~ if the user is determined to be a registered user; and
- submitting electronically a new order for a previously ordered ~~product~~ medication in response to the ~~product~~ medication being selected from the list via the personal electronic device, wherein the new order is forwarded to a prescription distribution center if the new order is for prescription medication, and to an OTC distribution center if the new order is for over the counter (OTC) medication.

23. (Previously Presented) A method according to claim 22, wherein determining the list of products further comprises categorizing the products based on one or more of: product category, date of ordering, and product price.

24. **(Currently Amended)** A method according to claim 22, further comprising:
analyzing the frequency of orders of the products to determine a period of time for a subsequent order; and
producing an automatic reminder for the user to indicate that the if a period of time ~~determined based on the analyzing the frequency of orders~~ has expired.
25. **(Previously Presented)** A method according to claim 22, wherein submitting electronically the new order for the previously ordered product further comprises:
determining a address to which the previously ordered product was shipped;
verifying the address; and
causing the product for which the new order was submitted to be shipped to the address.
26. **(Canceled)**
27. **(Currently Amended)** A method according to claim ~~[[26]]~~ 22, wherein storing the user information includes storing user insurance information, and further comprising automatically producing a bill to an insurance carrier indicated in the insurance information if submitting the new order for the product comprises submitting an order for a medication covered by the insurance carrier.
28. **(Previously Presented)** A method according to claim 22, further comprising suggesting to the user additional products related to the product selected for submitting the new order.
29. **(Currently Amended)** An article of manufacture comprising a machine-accessible medium having content to provide instructions to cause an electronic device to:
serve a web page to a remote personal electronic device having a browser application to provide access to a user to products for electronic ordering via the personal electronic device;
receive an electronic order made by the user for at least one of the products;

store in a database user information for the user, including a user identification and a record of the electronic orders made by the user;

determine ~~an identification of the~~ with a cookie if the user is a registered user upon access of the web page by the user via the personal electronic device to determine if the user is a registered user;

determine from the record a list of products previously ordered by the user;

provide automatically on the web page the list of products previously ordered by the user ~~after determining the identification of the user~~ if the user is determined to be a registered user; and

submit electronically a new order for a previously ordered ~~product~~ medication in response to the ~~product~~ medication being selected from the list via the personal electronic device, wherein the new order is forwarded to a prescription distribution center if the new order is for prescription medication, and to an OTC distribution center if the new order is for over the counter (OTC) medication.

30. (Previously Presented) An article of manufacture according to claim 29, wherein the content to provide instructions to cause the electronic device to determine the list of products further comprises the content to provide instructions to cause the electronic device to categorize the products based on one or more of: product category, date of ordering, and product price.

31. (Currently Amended) An article of manufacture according to claim 29, further comprising the content to provide instructions to cause the electronic device to:

analyze the frequency of orders of the products to determine a period of time for a subsequent order; and

produce an automatic reminder for the user to indicate that the if a period of time ~~determined based on the analyzing the frequency of orders~~ has expired.

32. (Previously Presented) An article of manufacture according to claim 29, wherein the content to provide instructions to cause the electronic device to submit the new order for the previously ordered product further comprises the content to provide instructions to cause the electronic device to:

determine a address to which the previously ordered product was shipped;

verify the address; and

cause the product for which the new order was submitted to be shipped to the address.

33. (Canceled)

34. (Currently Amended) An article of manufacture according to claim ~~[[33]]~~ 29, wherein the content to provide instructions to cause the electronic device to store the user information includes the content to provide instructions to cause the electronic device to store user insurance information, and further comprising the content to provide instructions to cause the electronic device to automatically produce a bill to an insurance carrier indicated in the insurance information if to submit the new order for the product comprises to submit a new order for a medication covered by the insurance carrier.

35. (Previously Presented) An article of manufacture according to claim 29, further comprising the content to provide instructions to cause the electronic device to suggest to the user additional products related to the product selected for submitting the new order.

36. (Currently Amended) An apparatus comprising:

means for serving a web page to a remote personal electronic device having a browser application to provide access to a user to products for electronic ordering via the personal electronic device;

means for receiving an electronic order made by the user for at least one of the products;

means for storing in a database user information for the user, including a user identification and a record of the electronic orders made by the user;

means for determining ~~an identification of the~~ with a cookie if the user is a registered user upon access of the web page by the user via the personal electronic device to determine if the user is a registered user;

means for determining from the record a list of products previously ordered by the user;

means for providing automatically on the web page the list of products previously ordered by the user ~~after determining the identification of the user~~ if the user is determined to be a registered user; and

means for submitting electronically a new order for a previously ordered product in response to the product being selected from the list via the personal electronic ~~device.~~ device;

means for analyzing the frequency of orders of the products to determine a period of time for a subsequent order; and

means for producing an automatic reminder for the user to indicate that the period of time has expired.

37. (Previously Presented) An apparatus according to claim 36, wherein the means for determining the list of products further comprises means for categorizing the products based on one or more of: product category, date of ordering, and product price.

- 38. (Canceled)**
- 39. (Previously Presented)** An apparatus according to claim 36, wherein the means for submitting the new order for the previously ordered product further comprises:
- means for determining a address to which the previously ordered product was shipped;
 - means for verifying the address; and
 - means for causing the product for which the new order was submitted to be shipped to the address.
- 40. (Previously Presented)** An apparatus according to claim 36, wherein the means for submitting the new order for the previously ordered product comprises means for submitting a new order for medications, wherein submitting the new order for prescription medication comprises forwarding the order to a prescription distribution center, and wherein submitting the new order for over the counter (OTC) medication comprises forwarding the order to an OTC distribution center.
- 41. (Previously Presented)** An apparatus according to claim 40, wherein the means for storing the user information includes means for storing user insurance information, and further comprising means for automatically producing a bill to an insurance carrier indicated in the insurance information if submitting the new order for the product comprises submitting a new order for a medication covered by the insurance carrier.
- 42. (Previously Presented)** An apparatus according to claim 36, further comprising means for suggesting to the user additional products related to the product selected for submitting the new order.
- 43. (New)** A method according to claim 22, wherein providing the list of products further comprises providing the list categorized by product.

- 44. (New)** A method according to claim 24, wherein producing the automatic reminder comprises automatically generating an email message to the user.
- 45. (New)** A method according to claim 24, further comprising:
receiving a response to the automatic reminder; and
automatically reordering a product in response to receiving the response.
- 46. (New)** An article of manufacture according to claim 29, wherein the content to provide instructions to cause the electronic device to provide the list of products further comprises the content to provide instructions to cause the electronic device to provide the list categorized by product.
- 47. (New)** An article of manufacture according to claim 31, wherein the content to provide instructions to cause the electronic device to produce the automatic reminder comprises the content to provide instructions to cause the electronic device to automatically generate an email message to the user.
- 48. (New)** An article of manufacture according to claim 31, further comprising the content to provide instructions to cause the electronic device to:
receive a response to the automatic reminder; and
automatically reorder a product in response to receiving the response.
- 49. (New)** An apparatus according to claim 36, wherein the means for providing the list of products further comprises means for providing the list categorized by product.
- 50. (New)** An apparatus according to claim 36, wherein the means for producing the automatic reminder comprises means for automatically generating an email message to the user.
- 51. (New)** An apparatus according to claim 36, further comprising:
means for receiving a response to the automatic reminder; and

means for automatically reordering a product in response to receiving the response.